



FOR IMMEDIATE RELEASE

April 10, 2007

MAYOR SANDERS LAUNCHES CLEAN TECHNOLOGY INITIATIVE

Cluster Analysis Project Underway; City to Hire Cleantech Manager

SAN DIEGO – Mayor Jerry Sanders today announced the formation of a new Cleantech (Clean Technology) Initiative in an effort to promote the expansion, attraction and retention of businesses that develop products and technologies that provide environmentally sustainable solutions. Clean technologies enable a more valuable use of natural resources and reduce ecological impact on the region.

The Cleantech Initiative complements existing programs within the City while encouraging San Diego to become increasingly energy independent. The initiative seeks to develop an emerging cluster that will enhance the quality of life and reputation of San Diego.

“The San Diego region, already one of the world’s premier centers for high-tech and biotech innovation, is poised to become a leader in clean technology research and development,” said Mayor Jerry Sanders.

The City’s Economic Development Division is working in partnership with the San Diego Regional Economic Development Corporation (EDC) and the University of California, San Diego to develop a cleantech cluster in the region. City staff and partners are working on a number of efforts to implement the mayor’s initiative, including commissioning a cluster analysis on the current industry and resources in the region, recruiting a cleantech program manager, joining the board of a global cleantech venture network and establishing a San Diego Clean Technology Advisory Council.

As part of the cluster development, an analysis of the current cleantech industry in the San Diego region is underway. Global CONNECT, a program of the University of California, San Diego, will assess the cluster of clean technology companies, investors and entrepreneurs and the environment in which they operate.

In addition to the cluster analysis, the City has created a new position, a Clean Technology Program Manager, who will be responsible for promoting, fostering, and

-more-

Mayor Launches Clean Technology Initiative

April 10, 2007

Page 2

coordinating strategic alliances and collaboration among local, regional, state, and federal institutions to develop and execute the City's clean technology business attraction strategy. Central to this policy is the creation of economic growth and environmental sustainability by sparking a clean technology cluster in San Diego drawing on entrepreneurs, educators, researchers, environmentalists, investors and others to promote innovative new businesses focused on energy efficiency, renewable energy, transportation and water management. Leveraging the City's strengths and opportunities, launching a clean-energy incentives fund, and acting as a liaison with various levels of green technology industry leaders, the program manager will work to create a vision for the emerging cleantech sector.

The City and the EDC are also holding a series of cleantech forums with industry, academia and government to focus on supporting this industry. The forums are designed to bring together interested parties to better understand the cleantech community in San Diego and collectively foster its growth.

"Clean technology is a cutting-edge industry that is growing in California and we want to take advantage of San Diego's wealth of resources to cultivate the industry cluster here, which will not only create more jobs and investment in the region, but will ultimately enhance our quality of life," said Jim Waring, the City's deputy chief operating officer for Land Use and Economic Development. Waring has spearheaded the Cleantech Initiative for the Mayor.

Over the last year, Waring has sent City representatives to a number partnership meetings with UCSD, which has developed a campus-wide Environment and Sustainability Initiative. By integrating the extensive expertise within the UC San Diego academic community, including Scripps Institution of Oceanography, with the support and commitment of the City of San Diego, the partners will create a regional cleantech strategy.

Waring also recently became a board member of the Cleantech Venture Network, a global network of investors, companies and professional service providers. The network brings together the leading senior level decision makers who are driving cleantech growth globally to learn, network and conduct business in support of cleantech development.

Several start-up cleantech companies looking to establish new facilities in San Diego are already working with the City. Bull Moose Energy LLC has proposed the construction of a \$60 million biomass electricity plant in the South Bay Enterprise Zone and New Leaf BioFuels Inc. is seeking a site and financing to construct a biofuel plant in the City.

-more-

Mayor Launches Clean Technology Initiative

April 10, 2007

Page 3

To tap into the regional assets in San Diego, the City will develop a San Diego Clean Technology Advisory Council composed of industry leaders, government officials, educators, and consultants, focusing on attracting clean technology businesses to San Diego and creating jobs in this emerging sector. Advisory council members will act as ambassadors at-large, promoting San Diego's clean technology policies and encouraging the development of new clean technology initiatives within the City to create high-skilled, high-wage cleantech jobs; to promote a cleaner and healthier environment; and to enhance economic stability by reducing the City's dependence on imported energy sources.

About Clean Technology

Clean technology is an emerging sector of a range of products, services and processes that harness renewable materials and energy sources, reducing the depletion of natural resources and reducing or eliminating pollution and waste to create sustainable and secure energy sources. Clean technology encompasses advancements in solar power, wind power, hybrid vehicles, fuel cell technology, tidal and wave power, bio-diesel, green building materials and water treatment systems. Clean technology is becoming cost-competitive with traditional energy counterparts and offers promising economic development to a \$156 billion market within 10 years, according to research by Clean Edge, Inc. According to a 2004 report by Environmental Entrepreneurs and the Natural Resources Defense Council, venture capital investments in California's clean technology industry through 2010 could seed 52,000 to 114,000 new jobs statewide. As the sixth largest investment category in the U.S. and Canada, clean technology holds the promise of new business opportunities, job creation, and technological innovation for San Diego.

For more information about the Cleantech Program, contact the **City Planning and Community Investment Department** at **(619) 533-4233**.

###